

a polarizer formed under the second substrate and on the opposite side relative to the liquid crystal layer, the polarizer being made of cholesteric liquid crystal;

color filters formed on the second substrate and facing the first substrate, wherein each color filter has one of a plurality of primary colors;

a black matrix formed in the boundaries between the color filters, wherein the black matrix is on the second substrate, and wherein the black matrix is made of the same material as the polarizer; and

a backlight device arranged under the second substrate, wherein light from the backlight device interplays with the polarizer and the black matrix to improve light efficiency.--

of course
obvious desirable
result -

Attached hereto is a marked-up version of the changes made to the application by this Amendment.